

Exhibit O

**DISTRICT
PR STRATEGY MEETING - NOTES**

MONDAY September 17, 2007

PARTICIPANTS:

Joseph Klaynberg
Ricky Cohen
Sam Catton
Christopher Mathieson
Nadine Johnson
Rich Aybar

1. THE REAL ESTATE MARKET & DISTRICT

- The slow down of the real estate market has only marginally affected sales as most clients are European/Russian/Asian – a more precise demographical breakdown to come from Christopher on Wednesday the 19th.
- Keen interest on setting District apart from the competition by boasting its amenities or positioning it as sexy and fun due to the partnership with Amy Sacco.
- The project is a great quality product at a reasonable price point which speaks to the current market.
- Focus on unifying the identity or 'face' of the project. Joseph Klaynberg/Ricky Cohen represent one half – Africa Israel/Lev Leviev other half.

2. EDITORIAL: INTERNATIONAL PUSH

- General agreement to lead with a number of features in key international titles as well as Airline publications.
- Consensus is to move away from specifically targeting the Israeli media and approach Russian glossies instead.
- Approach the Latin American market by targeting Miami/South American media.
- Take advantage of the recent press push Amy is enjoying due to the opening of Bungalow 8 in London. Approach the outlets that have written up Amy but have omitted a District mention and attempt alternate circuits- (approaching the Property sections vs. Style/Fashion sections)
- Lev Leviev is also currently enjoying a positive moment in the media spotlight which grounds the project and gives buyers confidence. Use his recent press mentions to include District.

3. NEWSANGLE

- Push Amy in a television segment. NBC-HD "Open House" CNN/MSNBC were considered.
- Push a lack of confirmed amenities "still in talks with..." in hopes that this will generate interest with parties that could be interested in partnering with District
- Push Fulton St as the new frontier as it will be going through extensive renovations making the area more welcoming and charming- cobblestone streets, more green spaces, etc.
- The Santiago Calatrava transportation hub will be a direct link to JFK and further Europe- setting District in the perfect locale for international buyers seeking a NYC pied-a-terre.
- Human interest piece on Klaynberg "From Conway to Condo's"

4. OCTOBER 9th SCREENING

- Fortuitous press opportunity to host a celebrity-studded Cinema Society screening at District
- An event of this caliber will generate reams of press in terms of social coverage.
- Can the space accommodate 350-400 guests for screening & after party?
- Can the developers of District offer a donation/stipend in exchange for aforementioned generous press placements?
- Amy can perhaps develop a Bungalow 8 style VIP lounge in a model apartment to bring people into the spaces.
- If we decide to go forward with the screening NJA (Rich Aybar) to write a brief on the event so Joseph can present to Leviev while in Israel.

5. MOVING FORWARD

- Amenities need to be confirmed.
- We need renderings of the Penthouse as this is the image that will most likely run in press features.
- After having selected screen shots from the movie on the website- Christopher is to send to ISKA for retouching.